

## AMENDMENTS TO THE CLAIMS

1-13. (Canceled)

14. **(Currently Amended)** A matrix-type display apparatus which drives a display panel including a plurality of pixels disposed in matrix form and displays an image, comprising~~characterized by including:~~

a converting portion adapted to gamma-convert ~~for  $\gamma$ -converting~~ an input video signal, using  $n$  (which is an integer of two or above) pairs of gamma~~gamma~~-characteristics ~~which are each~~ made up of first and second gamma~~gamma~~-characteristics different from each other; and

a selecting portion ~~for~~ adapted to specify a transmittance to be used for display based on the input video signal, to select ~~selecting~~ one pair of gamma~~gamma~~-characteristics from among the  $n$  pairs of gamma~~gamma~~-characteristics according to a the specified transmittance to be used for display, and to select ~~selecting~~ an output supplied to the display panel from among the  $2n$  outputs which are gamma~~gamma~~-corrected by ~~the said~~ converting portion, so that a ratio between a first distribution area ~~ratio~~ of pixels driven by the video signal gamma~~gamma~~-corrected by use of the first gamma~~gamma~~-characteristic of the selected pairs of gamma~~gamma~~-characteristics and a second distribution area ~~ratio~~ of pixels driven by the video signal gamma~~gamma~~-corrected by use of the second gamma~~gamma~~-characteristic of the selected pairs of gamma~~gamma~~-characteristics ~~are~~ is equal to a distribution area ratio specified in advance for the selected pairs of gamma~~gamma~~-characteristics.

15. **(Currently Amended)** The matrix-type display apparatus according to claim 14, ~~characterized in that~~ wherein a block comprises  $(n+1)$  pixels; and

~~the said~~ selecting portion selects an output supplied to the display panel from among the  $2n$  outputs which are gamma~~gamma~~-corrected by ~~said the~~ converting portion, so that the ratio between the first distribution area ~~ratio~~ and the second distribution area ~~ratio are~~ is equal to the distribution area ratio in ~~at the block unit of  $(n+1)$  pixels per block.~~

16. **(Currently Amended)** The matrix-type display apparatus according to claim 15,

~~characterized in that~~wherein the ratio of the first distribution area per block with the area of the pixels per block ratio and the ratio of the second distribution area per block with the area of the pixels per block ratio for each pair of gamma-characteristics are selected out of  $k/(n+1)$  and  $(n+1-k)/(n+1)$ , if where  $k$  is an integer of one to  $n$ .

17. **(Currently Amended)** The matrix-type display apparatus according to claim 14, ~~wherein~~characterized in that:

a block comprises one pixel:

each pixel of the display panel is made up of, as one pixel, a first sub-pixel which has a first pixel area  $S_a$  and a second sub-pixel which has a second pixel area  $S_b (=m \times S_a, \text{ herein, } m > 1)$ ; and

the said selecting portion selects an output supplied to the display panel from among the  $2n$  outputs which are gamma-corrected by said the converting portion, so that the ratio of the first distribution area ratio and the second distribution area ratio are is equal to the distribution area ratio in the a block-unit of the one pixel per block.

18. **(Currently Amended)** The matrix-type display apparatus according to claim 17, ~~wherein~~characterized in that the ratio of the first distribution area with the area of the pixel ratio and the ratio of the second distribution area with the area of the pixel ratio for each pair of gamma-characteristics are selected out of  $1/(m+1)$  and  $m/(m+1)$ .

19. **(Currently Amended)** The matrix-type display apparatus according to claim 18, ~~wherein~~characterized in that the second pixel area  $S_b$  satisfies the relation of  $1.5S_a \leq S_b \leq 3S_a$ .

20. **(Currently Amended)** The matrix-type display apparatus according to claim 14, ~~wherein~~characterized in that:

each pixel of the display panel is made up of, as one pixel, a first sub-pixel which has a first pixel area  $S_a$  and a second sub-pixel which has a second pixel area  $S_b (=m \times S_a, \text{ herein, } m > 1)$ ;

and

a block comprised two pixels; and

the said selecting portion selects an output supplied to the display panel from among the  $2n$  outputs which are gamma-corrected using each gamma-characteristic by the said converting portion, so that ratio of the first distribution area ratio and the second distribution area ratio are is equal to the distribution area ratio in the a block-unit of the two pixels per block.

21. **(Currently Amended)** The matrix-type display apparatus according to claim 20, wherein characterized in that the ratio of the first distribution area with the area of the block ratio and the ratio of the second distribution area with the area of the block ratio for each pair of gamma-characteristics are selected from among  $1/(2+2m)$ ,  $m/(2+2m)$ ,  $2/(2+2m)$ ,  $(1+m)/(2+2m)$ ,  $2m/(2+2m)$ ,  $(2+m)/(2+2m)$ , and  $(2m+1)/(2+2m)$ .

22. **(Currently Amended)** The matrix-type display apparatus according to claim 21, wherein characterized in that the second pixel area  $S_b$  satisfies the relation of  $1.2S_a \leq S_b \leq 2S_a$ .

23. **(Currently Amended)** The matrix-type display apparatus according to claim 14, wherein characterized in that the said selecting portion selects an output supplied to the display panel from among the  $2n$  outputs which are gamma-corrected by the said converting portion, in a unit of one pixel made up of a redan-R-pixel, a greenG-pixel and a blueB-pixel.

24. **(Currently Amended)** The matrix-type display apparatus according to claim 14, wherein characterized in that the said selecting portion selects an output supplied to the display panel from among the  $2n$  outputs which are gamma-corrected by the said converting portion, for each of an a redR-pixel, a greenG-pixel and a blueB-pixel comprised by which are each set as one pixel.

25. **(Currently Amended)** The matrix-type display apparatus according to claim 14,

~~wherein characterized in that~~ the display panel is a liquid-crystal display panel.

26. **(Currently Amended)** A driving method for a matrix-type display apparatus which drives a display panel including a plurality of pixels disposed in matrix form and displays an image, ~~comprising~~~~characterized by including~~:

a converting step of ~~gamma~~-converting an input video signal, using  $n$  (which is an integer of two or above) pairs of ~~gamma~~-characteristics which are made up of first and second ~~gamma~~-characteristics different from each other; and

a selecting step of specifying a transmittance to be used for display based on the input video signal, selecting one pair of ~~gamma~~-characteristics from among the  $n$  pairs of ~~gamma~~-characteristics according to the specified transmittance to be used for display, and selecting an output supplied to the display panel from among the  $2n$  outputs which are ~~gamma~~-corrected in the converting step, so that a ratio between a first distribution area ~~ratio~~ of pixels driven by the video signal ~~gamma~~-corrected by use of the first ~~gamma~~-characteristic of the selected pairs of ~~gamma~~-characteristics and a second distribution area ~~ratio~~ of pixels driven by the video signal ~~gamma~~-corrected by use of the second ~~gamma~~-characteristic of the selected pairs of ~~gamma~~-characteristics is ~~are~~ equal to a distribution area ratio specified in advance for the selected pairs of ~~gamma~~-characteristics.